

Rep Order# 9819184 Ver# 5 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/18/2012 8:19 AM
Last Received: 09/17/2012 6:18 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 25 OK. CANNOT MAKEGOOD
LINE 24 ON 9/22, FLIGHT ENDS 9/21. PLS CNF

94,110.
- 300
93,810

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*21	M-F	5P-530P	NEWS	:60	\$700.00	09/17-09/21	1	1	1	\$700.00	
				V3 Time Changed, Comment Changed								
	*23	M-F	6P-630P	NEWS	:60	\$1,800.00	09/17-09/21	1	1	1	\$1,800.00	
				V3 Time Changed, Comment Changed								
	*24	SA	6P-630P	12 NEWS	:60	\$300.00	09/15-09/15	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*25	SU	630P-7P	LOCAL 12 NEWS	:60	\$500.00	09/16-09/16	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*40	W-F	12A-1230A	NEWS	:60	\$500.00	09/19-09/21	1	1	1	\$500.00	
				Sales Remark: V5 MKGD FOR LINE 25								
				V5 Added								

---REPORT TOTALS---

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Sales Office () WASHINGTON
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Report Totals: 3 / \$3,000.00

---SALES MONTHLY TOTALS---

Sep 12: 55 / \$93,810.00
Sales Totals: 55 / \$93,810.00
Station Totals: 55 / \$93,810.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$215,754	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	16%
		WKRC	43%	WLWT	22%	WSTR	2%	WXIX	14%		

Books null
Demos RA35+

Rep Order# 9819184 Ver# 4 Status Returned
EC'd Yes

Traffic Order#

Printed: 09/17/2012 3:00 PM
Last Received: 09/14/2012 4:07 PM
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Hiatus Weeks

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--- CONTRACT COMMENT ---

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--- REMARKS ---

pls see lines 24 & 25
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*21	M-F	5P-530P	NEWS	:60	\$700.00	09/17-09/21	1	1	1	\$700.00	
				V3 Time Changed, Comment Changed								
	*23	M-F	6P-630P	NEWS	:60	\$1,800.00	09/17-09/21	1	1	1	\$1,800.00	
				V3 Time Changed, Comment Changed								
	*24	SA	6P-630P	12 NEWS	:60	\$300.00	09/15-09/15	1	1	1	\$300.00	
				Station Remark: V4 1x na 9/15 no news mg sat 1205-105a 9/22 1x @ 250. & sat 105-205a 9/22 1x @ 50.00								
	*25	SU	630P-7P	LOCAL 12 NEWS	:60	\$500.00	09/16-09/16	1	1	1	\$500.00	
				Station Remark: V4 1x na 9/16 no news mg wed-fri 12-12230a news ncir w/o 9/17								

---REPORT TOTALS---

Report Totals: 4 / \$3,300.00

---SALES MONTHLY TOTALS---

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sep 12: 56 / \$94,110.00
Sales Totals: 56 / \$94,110.00
Station Totals: 56 / \$94,110.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$216,444	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	16%
		WKRC	43%	WLWT	22%	WSTR	2%	WXIX	14%		

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Friday, September 14, 2012 4:40 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 56658

Station: WKRC-TV

Order Information:
Order #: 56658
Order Total: \$94,110.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA :60S
Alternate Order #: 09819184
Estimate #: 1775
Flight Dates: 09/15/12 - 09/21/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56658-24-1):

Rate: \$500.00
Air Date: Sun 09/16/12
Eligible Days: -----Su
Inventory Code: 630p Local 12 News Sun
Inventory Description: 630p Local 12 News Sun
Inventory Code Time: 6:30 PM-7:00 PM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return

(x) Wed-Fri
12-14:30p w/o 9/17 run

J

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Friday, September 14, 2012 4:54 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 56658

Station: WKRC-TV

Order Information:

Order #: 56658
Order Total: \$94,110.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA :60S
Alternate Order #: 09819184
Estimate #: 1775
Flight Dates: 09/15/12 - 09/21/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56658-23-1):

Rate: \$300.00
Air Date: Sat 09/15/12
Eligible Days: -----Sa--
Inventory Code: 6pm Local 12 News Sat
Inventory Description: 6pm Local 12 News Sat
Inventory Code Time: 6:00 PM-6:30 PM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return

1x Sat 12-14 on
9/22 @ 12:00 (x
Sat 1-24 on 9/22
@ 11:00

me

Spot Manager: All, 09/15/12-09/21/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 56658												
Line: 1												
09/19/12 day		4:45:33 XM	1:00	\$50.00		430-5a News	4:30 XM-5:00 XM	OBAMA :60S	1775	P-4	1	MWASH
											1	
Line: 2												
09/18/12 day		5:13:59 AM	1:00	\$220.00	OFA-12-1	5a Good Morn Cincinnati	(5:00:00 AM-5:30:00 AM)	OBAMA :60S	1775	P-4	1	MWASH
											1	
Line: 3												
09/19/12 day		5:51:04 AM	1:00	\$220.00		5a Good Morn Cincinnati	(5:30:00 AM-6:00:00 AM)	OBAMA :60S	1775	P-4	1	MWASH
											1	
Line: 4												
09/18/12 day		6:20:28 AM	1:00	\$900.00	OFA-12-1	6a Good Morn Cincinnati	(6:00:00 AM-7:00:00 AM)	OBAMA :60S	1775	P-2	1	MWASH
09/19/12 day		6:13:12 AM	1:00	\$900.00		6a Good Morn Cincinnati	(6:00:00 AM-7:00:00 AM)	OBAMA :60S	1775	P-2	2	MWASH
											2	
Line: 5												
09/18/12 day		8:37:05 AM	1:00	\$450.00	OFA-12-1	CBS This Morning	7:00 AM-9:00 AM	OBAMA :60S	1775	P-2	3	MWASH
09/19/12 day		8:45:25 AM	1:00	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA :60S	1775	P-2	1	MWASH
09/20/12 day		8:45:40 AM	1:00	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA :60S	1775	P-2	2	MWASH
09/21/12 day		8:53:45 AM	1:00	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA :60S	1775	P-2	4	MWASH
											4	
Line: 6												
09/15/12 day		6:38:23 AM	1:00	\$250.00	OFA-12-1	6a-8a Local 12 News Sa	(6:00:00 AM-7:00:00 AM)	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 7												
09/15/12 day		6:58:05 AM	1:00	\$250.00	OFA-12-1	6a-8a Local 12 News Sa	(7:00:00 AM-8:00:00 AM)	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 8												
09/15/12 day		8:23:27 AM	1:00	\$700.00	OFA-12-1	CBS This Morning Satur	(8:00:00 AM-10:00:00 AM)	OBAMA :60S	1775	P-2	1	MWASH
											1	
Line: 9												
09/16/12 day		9:48:00 AM	1:00	\$900.00	OFA-12-1	CBS Sun Morning	9:00 AM-10:30 AM	OBAMA :60S	1775	P-2	1	MWASH
											1	
Line: 10												
09/18/12 day		9:16:10 AM	1:00	\$200.00	OFA-12-1	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA :60S	1775	P-4	2	MWASH
09/20/12 day		9:07:50 AM	1:00	\$200.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA :60S	1775	P-4	1	MWASH
											2	
Line: 11												
09/18/12 day		10:15:40 AM	1:00	\$200.00	OFA-12-1	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA :60S	1775	P-4	2	MWASH
09/21/12 day		10:41:45 AM	1:00	\$200.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA :60S	1775	P-4	1	MWASH
											2	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/15/12-09/21/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 56658												
Line: 12												
09/19/12 day		11:28:41 AM	1:00	\$900.00		The Price is Right	11:00 AM-12:00 PM	OBAMA :60S	1775	P-2	1	MWASH
09/21/12 day		11:28:41 AM	1:00	\$900.00		The Price is Right	11:00 AM-12:00 PM	OBAMA :60S	1775	P-2	2	MWASH
											2	
Line: 13												
09/18/12 day		12:15:51 PM	1:00	\$1,000.00	OFA-12-1	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA :60S	1775	P-2	2	MWASH
09/19/12 day		12:21:34 PM	1:00	\$1,000.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA :60S	1775	P-2	1	MWASH
											2	
Line: 14												
09/19/12 day		12:58:51 PM	1:00	\$800.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA :60S	1775	P-2	2	MWASH
09/20/12 day		12:58:41 PM	1:00	\$800.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA :60S	1775	P-2	1	MWASH
											2	
Line: 15												
09/19/12 day		2:28:41 PM	1:00	\$800.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA :60S	1775	P-2	1	MWASH
09/21/12 day		1:28:41 PM	1:00	\$800.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA :60S	1775	P-2	2	MWASH
											2	
Line: 16												
09/18/12 day		2:28:41 PM	1:00	\$700.00	OFA-12-1	The Talk	2:00 PM-3:00 PM	OBAMA :60S	1775	P-2	1	MWASH
09/21/12 day		2:28:41 PM	1:00	\$700.00		The Talk	2:00 PM-3:00 PM	OBAMA :60S	1775	P-2	2	MWASH
											2	
Line: 17												
09/18/12 day		3:58:47 PM	1:00	\$700.00	OFA-12-1	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA :60S	1775	P-2	2	MWASH
09/21/12 day		3:58:32 PM	1:00	\$700.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA :60S	1775	P-2	1	MWASH
											2	
Line: 18												
09/18/12 day		4:51:36 PM	1:00	\$600.00	OFA-12-4p	Local 12 News at Four	4:00:00 PM-5:00:00 PM	OBAMA :60S	1775	P-3	1	MWASH
09/19/12 day		4:28:36 PM	1:00	\$600.00		4p Local 12 News at Four	4:00:00 PM-5:00:00 PM	OBAMA :60S	1775	P-3	2	MWASH
											2	
Line: 19												
09/20/12 day		5:20:32 PM	1:00	\$700.00		5p Local 12 News at Five	5:00:00 PM-5:27:00 PM	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 20												
09/20/12 day		5:03:38 PM	1:00	\$700.00		5p Local 12 News at Five	5:00:00 PM-5:30:00 PM	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 21												
09/19/12 day		6:12:23 PM	1:00	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA :60S	1775	P-2	1	MWASH
											1	
Line: 22												
09/18/12 day		6:28:46 PM	1:00	\$1,800.00	OFA-12-6p	Local 12 News at Six 6p-630p		OBAMA :60S	1775	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/15/12-09/21/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 56658												
Line: 22												
											1	
Line: 25												
09/18/12 day		7:04:26 PM	1:00	\$1,700.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA :60S	1775	P-2	2	MWASH
09/19/12 day		7:04:56 PM	1:00	\$1,700.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA :60S	1775	P-2	3	MWASH
09/20/12 day		7:04:56 PM	1:00	\$1,700.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA :60S	1775	P-2	1	MWASH
											3	
Line: 26												
09/18/12 day		7:51:14 PM	1:00	\$1,700.00	OFA-12-	M-F 730p-8p	7:27 PM-8:00 PM	OBAMA :60S	1775	P-2	2	MWASH
09/19/12 day		7:50:59 PM	1:00	\$1,700.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA :60S	1775	P-2	3	MWASH
09/20/12 day		7:42:37 PM	1:00	\$1,700.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA :60S	1775	P-2	1	MWASH
											3	
Line: 27												
09/18/12 day		11:26:56 PM	1:00	\$1,600.00	OFA-12-	11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA :60S	1775	P-3	1	MWASH
09/19/12 day		11:34:00 PM	1:00	\$1,600.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA :60S	1775	P-3	2	MWASH
											2	
Line: 28												
09/19/12 day		12:25:00 XM	1:00	\$500.00		Letterman	11:36 PM-12:36 XM	OBAMA :60S	1775	P-3	1	MWASH
09/21/12 day		11:46:15 PM	1:00	\$500.00		Letterman	11:36 PM-12:36 XM	OBAMA :60S	1775	P-3	2	MWASH
											2	
Line: 29												
09/18/12 day		12:48:35 XM	1:00	\$120.00	OFA-12-	Late Late Show	12:36 XM-1:36 XM	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 30												
09/15/12 day		12:04:04 XM	1:00	\$400.00	OFA-12-	Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 31												
09/19/12 day		7:58:51 PM	1:00	\$4,000.00		Wed Reg 1	8:00 PM-9:00 PM	OBAMA :60S	1775	P-4	1	MWASH
											1	
Line: 32												
09/19/12 day		9:51:25 PM	1:00	\$10,000.00		Wed Reg 2	9:00 PM-10:00 PM	OBAMA :60S	1775	P-2	1	MWASH
											1	
Line: 33												
09/21/12 day		10:28:00 PM	1:00	\$5,000.00		Fri Reg 3	10:00 PM-11:00 PM	OBAMA :60S	1775	P-2	1	MWASH
											1	
Line: 34												
09/16/12 day			1:00	\$2,800.00		Sun Reg 1	7:00 PM-8:00 PM	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 35												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/15/12-09/21/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 56658												
Line: 35												
09/16/12 day		11:58:26 AM	1:00	\$2,400.00	OFA-12-I	NFL Today	12:00 PM-1:00 PM	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 36												
09/16/12 day		2:40:43 PM	1:00	\$30,000.00	OFA-12-I	Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	OBAMA :60S	1775	P-2	1	MWASH
											1	
Line: 37												
09/15/12 day		6:09:59 PM	1:00	\$1,200.00	OFA-12-I	SEC Football	(3:30:00 PM-7:00:00 PM)	OBAMA :60S	1775	P-3	1	MWASH
											1	
Line: 38												
09/20/12 day			:30	\$500.00		Local 12 News at Noon	12p-1230p	OBAMA :60S	1775	P-2	1	MWASH
											1	
											55	
											55	
											55	
											55	
											55	

[Filtered by:] [Sorted by: Station]